

Keith Don

From: David Oakes [DOakes@mgae.com]
Sent: Wednesday, 15 September 2004 1:22 PM
To: 'k.don@ghsouthern.org.au'
Cc: Dave Malacrida; Daphne Gronich; Bill Howard

Dear Mr. Don,

Your email below to Dave Malacrida has been forwarded to me for response. While Avex is a licensee of MGA, the website www.bratzpack.jp has not been authorized by MGA, nor has the content been approved. MGA does not approve of the use of a Slot Game on the site and has sent a notice to Avex to remove this game immediately.

We are concerned by your statement that you have sent previous communications to customer service without receiving an appropriate response. Please provide us copies of your communications and any responses you received and we will investigate further.

Very truly yours,

DAVID OAKES,
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-----Original Message-----

From: Keith Don [mailto:k.don@ghsouthern.org.au]
Sent: Tuesday, September 14, 2004 4:43 PM
To: dmalacrida@mgae.com
Subject: Bratzpack.jp slot machine

Dear Mr Malacrida,

In the past 48 hours the gambling service provider and research community have become aware of a official Bratz website developed by your licensee Avex Networks in Japan to promote Bratz and their CDs released in Japan.

You may or may not be aware that this site contains a slot machine, in the "Bratz PC" section of the site.

Problem and pathological gambling is a significant issue worldwide, with massive detrimental effects to the community. Of the common gambling forms, slot machines pose the greatest risk due to their addictive and manipulative design which encourages false beliefs that they can control outcomes and obtain large winnings.

Slot machines are a potentially harmful form of entertainment for adults, however they should not at all be available for children.

The slot machine on the bratzpack.jp site is highly problematic in that it feeds into the false beliefs that can be generated from slot machines. This machine returns a large win within five spins - an early large win is a major contributor to problem and pathological gambling occurring in an individual. The game also encourages players to gamble larger amounts for higher returns, but at greater risk - another contributor to problems. Finally the game feeds into the false belief that the player can control the outcome on the machine - a belief that if translated into the real world will lead to significant issues for the individual.

As I mentioned above, this site is already getting significant attention from the gambling service provider and research community worldwide, and many have already made complaints to your customer service department, which were dismissed as false information. You would be aware as Avex Networks is one of your licensees, that their Bratzpack.jp site is an official site and therefore this issue is significant.

Bratz dolls are popular worldwide, and as such many young girls are interesting in looking at Bratz sites on the internet. A Google search for Bratz brings up this site as no. 4, meaning that it is a very popular site internationally.

As a responsible gambling service provider, we ask that you ensure your licensee removes the 'slot game' from their site immediately, as should this remain available it is not unforeseen that this issue may receive media attention in many parts of the world including the US, Canada and Australia.

I look forward to your response,

Regards,

Keith Don
Gambler's Help Southern
Problem Gambling Counselling Services & Community Education Melbourne, Australia